



*HĀLĀWAI KŪMAU O KE KŌMIKE HOKONA KŪMAU
KE'ENA KULEANA HO'OKIPA O HAWAI'I*

**REGULAR MARKETING STANDING COMMITTEE MEETING
HAWAII TOURISM AUTHORITY**

Po'akolu, 18 Nowemapa 2020, 10:30 a.m.
Wednesday, November 18, 2020 at 10:30 a.m.

Hālāwai Kikoho'e
VIRTUAL MEETING

Hiki i ka lehulehu ke hālāwai pū ma o ka Zoom.
Webinar will be live streaming via Zoom.

Register in advance for this webinar:

https://zoom.us/webinar/register/WN_woXJruWGSZCHLiIx2dqCw

**After registering, you will receive a confirmation email
containing information about joining the webinar.**

Papa Kumumana'o – Ho'ololi 'Ia
AMENDED AGENDA

1. *Ho'omaka A Pule*
Call to Order and Pule
2. *'Āpono I Ka Mo'ō'ōlelo Hālāwai*
Approval of Minutes of the October 28, 2020 HTA Marketing Standing Committee Meeting
3. ~~*'Āpono I Ka Papahana Ka'a'ike Kāko'o 'Oihana Li'ili'i*~~
~~Approval for funding a communication plan for guests to frequent and support small businesses. Presentation by Sherry Menor-McNamara, Chamber of Commerce of Hawaii'i, President & CEO~~
4. *Hō'ike A Hawai'i Tourism Korea, Canada a me Taiwan No Ke Kūlana Huaka'i*
Update on Trusted Travel Partners for Korea, Canada and Taiwan presentation by the respective GMTs



5. *Hō'ike A Ka Luna Noi 'i 'Oihana Ho'okipa No Nā 'Ākena Huaka 'i*
Update on travel agent booking pace by Jennifer Chun, HTA's Director of Tourism Research

6. *Hō'ike A Hawai'i Visitors & Convention Bureau No Ke Kūlana Huaka 'i Pū'ulu*
Update on group general trends, cancellations and booking pace by John Reyes, HVCB Senior Vice President, Chief MCI Sales Officer

7. *Ho'oku'u*
Adjournment

*** *'Aha Ho'okō: Ua hiki i ka Papa Alaka 'i ke mālama i kekahi hālāwai kūhelu i kū i ka Hawai'i Revised Statutes (HRS) § 92-4. E mālama 'ia kēia hālāwai kūhelu nei ma lalo o ka § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) no ka pono o ko ka Papa Alaka 'i kūkā a ho'oholo 'ana i nā nīnūnē a nīnau i pili i ko ka Papa Alaka 'i kuleana me ko ka Papa Alaka 'i loio. He hālāwai kūhelu kēia i 'ole paulele 'ia ka 'ikepili a i mea ho'i e mālama kūpono ai ko Hawai'i 'ano, he wahi i kipa mau 'ia e nā malihini.*

*** Executive Session: The Board may conduct an executive session closed to the public pursuant to Hawaii's Revised Statutes (HRS) § 92-4. The executive session will be conducted pursuant to § 92-5 (a)(4), § 92-5 (a)(8) and §201B-4(a)(2) for the purpose of consulting with the board's attorney on questions and issues pertaining to the board's powers, duties, privileges, immunities, and liabilities; and to discuss information that must be kept confidential to protect Hawaii's competitive advantage as a visitor destination.

Kono 'ia ka lehulehu e nānā mai i ka hālāwai a ho'ouna mai i ka 'ōlelo hō'ike kākau 'ia no kēlā me kēia kumuhana i helu 'ia ma ka papa kumumana'o. Hiki ke ho'ouna mai i nā 'ōlelo hō'ike kākau 'ia ma mua o ka hālāwai iā ariana.kwan@gohta.net. Inā pono ke kōkua ma muli o kekahi kīnānā, e ho'omaopopo aku iā Ariana Kwan (973-2254 a i 'ole ariana.kwan@gohta.net), he 'ekolu lā ma mua o ka hālāwai ka lohi loa.

Members of the public are invited to view the public meeting and provide written testimony on any agenda item. Written testimony may be submitted prior to the meeting to the HTA by email to ariana.kwan@gohta.net; Any person requiring an auxiliary aid/service or other accommodation due to a disability, please contact Ariana Kwan (973-2254 or ariana.kwan@gohta.net) no later than 3 days prior to the meeting so arrangements can be made.